

## Abstract

Numerous social theories have been explored to unearth the role of sports in society but consensus remains remote. Political parties and politicians present their manifestos to the electorates on the eve of elections to solicit for political candidacy and eventual incumbency. Kenyan political parties/politicians just like in other parts of the world have championed the youth agenda through sports. Some of the electoral promises however are never implemented fully, with some of the youth agenda fading as soon as the election-campaign period is over. This paper discusses some of the social theories which are tenable when censoring sports and politics at international and national level. The pledges on sports development made during the controversial 2007 general elections by the two main political parties in Kenya, Party of National Unity(PNU) and Orange Democratic Movement (ODM) are weighed against session paper No.3 of 2005 on Sports Development. The recommendations which the Grand Coalition Government needs to embrace for the sake of Sports Development in Kenya are made.